

Leaflet on designing the layout of book covers

1. Images / photos

- Please scan grey-scale images and coloured photos at a printable resolution (600 dpi, at least 300 dpi) and save them as an image file (e.g. tif, jpg, psd). The correct mode: grey scales (b/w) or colour (cmyk) should be pre-set if possible.
- Photos from a digital camera should be left in their original format (jpg, resolution, size).
- Screen shots or images from the Internet are unsuitable for printing on account of the low resolution.

2. Lineart / logos

- Line drawings in a Bitmap format (bmp), in other words illustrations consisting of black lines or areas with no grey scales, must be scanned at a resolution of at least 600 dpi, though 1200 dpi is better.
- Vector graphics should preferably be created in a vector/drawing program and not in an image/pixel program. Possible file formats are: eps, ps or a printable PDF file.
- Coloured logos/graphics should be created in CMYK mode. (offset printing/digital printing)
Single or two-coloured logos/graphics should be created with pure black (K) 100% - 10% and one special colour (e.g. Pantone or HKS colours). (offset printing)
The CMYK mode should again be selected for digital printing.
- Please send us images, graphics and logos as a separate file and not embedded in Word. A PDF file in a printable quality will also be accepted.
- You can also send us open files that have been created in a professional artwork or layout program such as InDesign by arrangement with our graphic department.